

# A Study on the Impact of Social Media Marketing on Consumer Purchasing Decisions — A Case Study of Douyin

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**Abstract.** The rapid development of social media has significantly changed consumer behavior patterns, making online shopping an indispensable part of life. This paper delves into the impact of social media marketing on consumer purchasing decisions against this backdrop. Taking Douyin as an example, the study reveals that content quality, online reviews, influencer charisma, and promotional activities are key influencing factors. The constructed consumer purchasing decision model for social media platforms shows that consumers are influenced by content quality in the awareness stage, by online reviews and influencer charisma in the interest stage, and by promotional activities in the purchase intention stage. The conclusion provides relevant suggestions from the perspectives of consumers and social media platforms, emphasizing that consumers should make careful decisions while platforms should enhance management and optimize marketing to address the opportunities and challenges posed by social media marketing.

**Keywords:** Social Media, Purchasing Decisions, Douyin, Consumer Behavior, Marketing Model.

## 1. Introduction

In today's digital age, the rapid development of internet technology has had a profound impact on various sectors of the socio-economic landscape. On June 28, 2024, the China Internet Network Information Center (CNNIC) released the "Blue Paper on the Role of the Internet in Promoting Digital Consumption Development," [1] which clearly states that the internet continues to play a positive role in promoting new consumption models, creating new consumption hotspots, and fostering the rise of new consumer groups. It has become an important engine for expanding domestic demand and promoting high-quality economic development. This trend has not only changed consumers' shopping habits and consumption patterns but also provided enterprises with new marketing opportunities and challenges.

Social media, as an integral part of the internet, plays an indispensable role in people's daily lives. It greatly facilitates daily life in areas such as chatting, networking, and e-commerce, bridging the gap between individuals and enabling faster and broader information dissemination. In recent years, with the continuous advancement of technology, social media has further demonstrated its potential as a powerful communication channel. It breaks the limitations of traditional marketing models, providing businesses with a platform to interact directly with consumers, enabling them to gain a more precise understanding of consumer needs, preferences, and purchasing behavior, thus acquiring more customer resources and significantly enhancing their market competitiveness.

Against the backdrop of e-commerce becoming the norm in the market, the importance of social media marketing is increasingly highlighted. More researchers are beginning to focus on the effectiveness of social media marketing and how it changes consumer purchasing behavior. Ding Jie (2017) [2] conducted an in-depth study of the social media marketing model, analyzing the characteristics of consumer purchasing behavior within it. She argues that using various effective social media methods, such as event promotions, embedded advertising, online branding, experiential sales, and online interactions, can effectively enhance a company's brand image, thereby improving consumer awareness and promoting purchasing decisions. Jiang Jiaqin (2019) [3] focuses on the emerging marketing model of influencer live streaming, noting that as this marketing approach becomes more widespread, people's perceptions and values have changed, significantly altering consumer purchasing behavior. Liu Pingsheng and Shi Yongdong (2020) [4] studied the marketing

strategies of traditional retailers, finding that careful product design, increased promotional efforts, highlighting the host's personality, increasing communication frequency, and establishing user trust can achieve better sales results. Mao Zhao'an (2021) [5] focused on short video activities in the field of e-commerce, asserting that current short video activities significantly impact consumer shopping behavior and emphasizing that cognition and emotions positively influence consumer choices.

Although numerous studies have explored the relationship between social media marketing and consumer purchasing behavior, academic research on the mechanisms by which social media marketing affects consumer purchasing decisions still has certain limitations and inadequacies. Different social media platforms have distinct characteristics and user demographics, leading to variations in their marketing approaches and their influence on consumer purchasing decisions. Therefore, a deep exploration of the mechanisms through which social media marketing affects consumer purchasing decisions is crucial for enterprises to better utilize social media platforms for marketing activities and to improve marketing effectiveness, holding significant theoretical and practical significance. This paper takes Douyin, a representative social media platform, as a case study to explore the impact of its marketing activities on consumer purchasing decisions, aiming to provide valuable insights for related theoretical research and business practices.

## 2. The Development of Social Media and Current Consumer Purchasing Trends

### 2.1. Current State of Social Media Development

With the continuous popularization and development of mobile internet technology, social media has become an indispensable part of people's daily lives. According to QuestMobile data, as of September 2023, the active user base of the five major social media platforms—Douyin, Kuaishou, Xiaohongshu, Bilibili (B Station), and Weibo—has reached 1.088 billion, with a penetration rate of 88.9%. Such a vast user base and high penetration rate clearly demonstrate the powerful influence and extensive reach of social media in modern society.

Based on the number of active users and user growth rates across platforms, three tiers of development have essentially formed. Douyin, with its unique algorithm advantages, diverse content ecosystem, and strong user appeal, stands out in terms of user scale and growth rate, placing it in the first tier. Weibo, as a well-established social media platform, has a large user base and a relatively stable user group. Although its user growth has slowed, it still holds an important position in the social media landscape, alongside Kuaishou in the second tier. Xiaohongshu and Bilibili (B Station), with their unique content positioning and user demographics, have shown rapid user growth in recent years. Although their user scale is relatively small, they possess significant development potential, placing them in the third tier. Specific data is shown in Table 1.

**Table 1.** Active Users and User Growth of Five Major Social Media Platforms

| Social Media Usage Status | Douyin      | Weibo       | Kuaishou    | Xiaohongshu | Bilibili   |
|---------------------------|-------------|-------------|-------------|-------------|------------|
| Active Users              | 743 million | 485 million | 457 million | 199 million | 210million |
| User Growth Rate          | 5.1%        | -1.2%       | 5.1%        | 20.2%       | 6.7%       |

Source: "QuestMobile 2024 China Mobile Internet Spring Report"  
<https://www.questmobile.com.cn/research/report/1787753953225707522>

Social media marketing methods are diverse, with each platform continually exploring and innovating marketing models based on its unique characteristics and user needs. Taking Douyin as an example, its marketing model primarily includes four methods: advertising monetization, product sales, fan gifts and tips, and knowledge monetization (e.g., course sales). Among these, product sales are the most significant monetization method for Douyin, closely linked to its large user base and its strong ability to drive sales through short videos and live streaming. Douyin's official platform places

great importance on and actively encourages this monetization method for product sales, stimulating users' enthusiasm for commercial monetization by significantly lowering related thresholds. Currently, accounts do not need to have many followers; they only need to publish 10 videos to enable the product showcase feature and achieve commercial monetization. This low barrier to entry allows more ordinary users to participate in product sales, further enriching Douyin's commercial ecosystem and providing a convenient sales channel for many small and medium-sized enterprises and individual entrepreneurs.

In addition to their unique marketing models, social media platforms greatly enhance the speed and breadth of information dissemination through instant information sharing, user-generated content, and social network effects. Users can instantly share their life moments, opinions, and experiences on social media platforms, allowing this content to spread rapidly and attract the attention and discussion of other users, creating a ripple effect in information dissemination. This method of information dissemination not only helps to increase brand awareness and exposure but also fosters interaction and communication among users, enhancing user engagement and loyalty.

However, while social media marketing brings numerous opportunities, it also presents a series of problems. Among these, information overload is a prominent issue. As the volume of information on social media grows massively, users often struggle to filter out genuinely valuable content, which not only increases the cost of obtaining useful information but may also lead to the neglect of important information. Privacy breaches are also a significant concern. During social media usage, users' personal information may be leaked due to platform security vulnerabilities or malicious acquisition by unscrupulous businesses, posing potential security risks and privacy violations for users. Additionally, the spread of false information is a challenge that social media marketing faces. Some unscrupulous businesses or individuals may spread false information on social media for their own benefit, misleading consumers' purchasing decisions and harming consumer interests and the fairness of market competition.

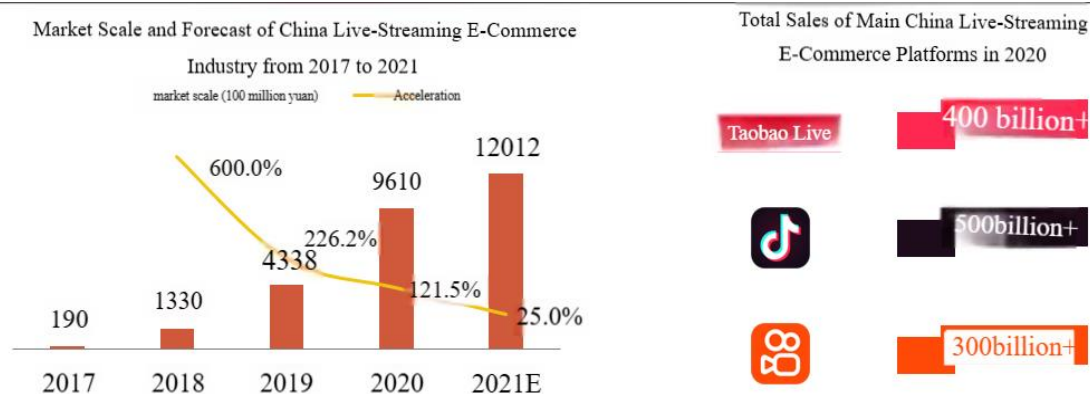
## 2.2. Current State of Consumer Purchases on Social Media Platforms

In today's digital consumption era, social media platforms play an increasingly important role in consumer purchasing decisions. Research indicates that factors such as user-generated content, influencer marketing, and personalized recommendations on social media significantly influence consumers' purchasing intentions and behaviors. Consumers gather product information on social media platforms by browsing comments, watching product review videos, and participating in online discussions, subsequently making purchasing decisions based on this information. This method of information acquisition differs from traditional advertising and sales techniques; it places greater emphasis on consumer participation and interactive experiences, allowing consumers to gain a more comprehensive understanding of a product's features, advantages, and disadvantages, leading to more rational purchasing decisions.

Moreover, the interactivity and immediacy of social media further enhance the interaction between consumers and brands. Consumers can directly communicate with brands through comments, likes, and private messages to express their needs and opinions, while brands can promptly respond to consumer feedback, providing better products and services. This interaction not only helps to enhance brand loyalty and user satisfaction but also promotes word-of-mouth communication for the brand, attracting more potential consumers.

In recent years, consumer purchasing behavior has shown significant changes and growth trends. The market size of social media platforms has grown at an astonishing rate, with annual growth exceeding 100% for three consecutive years. Among major social media platforms, Taobao, Douyin, and Kuaishou rank in the top three, as shown in Figure 1. These data indicate that social media platforms are becoming significant shopping channels for consumers, with their influence and monetization capabilities continuously increasing. The rapid growth of the market size of social media platforms reflects, on one hand, the increasing acceptance and reliance of consumers on online shopping, and on the other hand, the effectiveness and strong appeal of social media marketing. As

social media platforms continue to improve their e-commerce functions and services, the shopping experience for consumers on these platforms will also be continually optimized, further promoting the development of e-commerce on social media platforms and allowing them to occupy a more important position in the future consumer market.



**Figure 1.** Market Size and Growth Rate of Social Media

Source: iMedia Data Center (data.iimedia.cn)

### 3. Construction of Consumer Purchase Decision Model on Social Media Platforms

#### 3.1. Classic Consumer Purchase Decision Models

##### 3.1.1. Howard-Sheth Model

This model posits that the consumer purchasing decision process is an information processing process. After receiving various external stimuli, consumers go through a series of cognitive and decision-making stages, ultimately resulting in a purchase. The model comprises three main components: input variables, perception and learning constructs, and output variables. Input variables include stimulus factors such as the tangible characteristics of the product (e.g., quality, performance), symbolic characteristics (e.g., brand, packaging), as well as social environmental factors (e.g., culture, social norms) and external factors like social class, family, and reference groups, all of which influence consumers' perceptions and responses to stimuli. Perception and learning constructs refer to the process through which consumers form cognitions and evaluations of the product based on their perceptions and understanding of input variables. During this process, consumers learn and continuously adjust their cognitions and evaluations to adapt to new information and experiences. Output variables include consumers' attitudes, intentions, and behaviors. A consumer's attitude reflects their preferences and evaluations of the product, intention indicates the likelihood of purchasing the product, and behavior encompasses actual purchase decisions and actions.

The Howard-Sheth model is based on the "stimulus-response" theory, further dividing the content into four aspects: projection, sensory response, cognitive development, and output. Sensory response reflects consumers' immediate reactions to material, symbolic, or social environmental stimuli; cognitive development emphasizes that after perceiving external stimuli, consumers develop a deeper understanding and emotional inclination towards the product based on their motivations, self-identity, and other emotional factors. Through the perception, understanding, and continuous learning of external stimuli, consumers ultimately form a series of new concepts, encompassing attention to the brand, perceptions of the product, personal emotional responses, purchasing desires, and final decisive purchasing behaviors.

This model provides a valuable framework for companies to gain in-depth insights into consumer purchasing behavior. Companies can precisely grasp consumer needs and decision-making processes by carefully analyzing input variables, perception and learning constructs, and output variables, thus formulating more targeted and effective marketing strategies. For example, companies can enhance

product appeal by optimizing tangible and symbolic characteristics to attract consumer attention; develop advertising and promotional strategies tailored to different consumer groups by understanding external factors; and closely monitor consumer attitudes, intentions, and behaviors to timely adjust products and services, increasing customer satisfaction and loyalty.

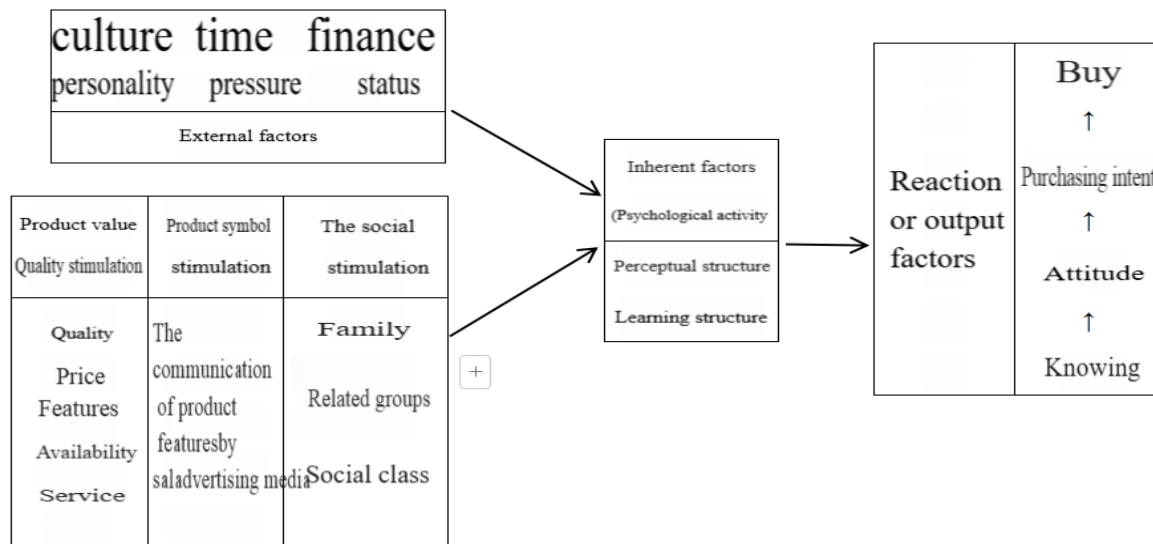


Figure 2. Howard-Sheth model

### 3.1.2. Theory of Reasoned Action (TRA)

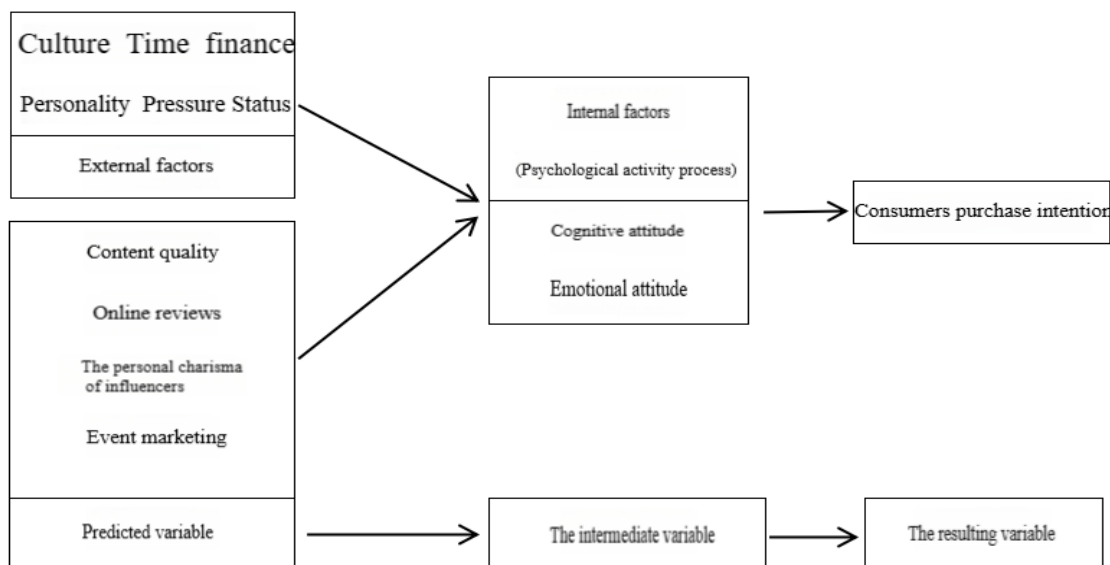
The Theory of Reasoned Action (TRA) was proposed by American scholars Fishbein and Ajzen in 1975. This theory primarily focuses on analyzing how attitudes consciously influence individual behavior, with an emphasis on the process of attitude formation based on cognitive information. Its core assumption is that individuals are rational and will consider various relevant information before engaging in a behavior to assess the significance and consequences of their actions.

For example, when consumers consider purchasing a product, they integrate various information such as the product's price, quality, brand reputation, and others' evaluations to determine whether buying the product aligns with their needs and interests. If consumers believe that purchasing the product will bring satisfaction and tangible benefits, and aligns with their values and consumption habits, they are more likely to engage in the buying behavior.

Through the exploration and study of the Howard-Sheth model and the Theory of Reasoned Action, it can be observed that each model analyzes the consumer purchasing decision process from different perspectives, each possessing certain rationality and practical value. However, as research into consumer purchasing decisions deepens and expands, a single model often struggles to comprehensively and accurately explain the complex and diverse behaviors of consumer purchasing decisions. This is because consumer purchasing decisions are influenced by a combination of various factors, which encompass psychological, social, economic, and other dimensions. Therefore, when studying consumer purchasing decisions, it is more scientific and effective to integrate multiple models and theories, allowing for a more comprehensive and in-depth understanding and explanation of consumer purchasing behavior [6].

### 3.2. Construction of Consumer Purchase Decision Model on Social Media Platforms

This paper attempts to construct a consumer decision model for social media platforms based on the integration of the Howard-Sheth purchasing behavior model and the Theory of Reasoned Action. The model considers the influence of external and internal factors on consumer purchasing decisions, identifying content quality, online reviews, influencer charisma, and promotional activities as predictor variables. These predictor variables gradually influence consumers' cognitive and emotional attitudes, thereby affecting their psychology and ultimately driving them to make purchasing decisions. This is illustrated in Figure 3.



**Figure 3.** Consumer Purchase Decision Model on Social Media Platforms

### 3.2.1. Content Quality

Content quality has a significant positive impact on cognitive attitudes during the consumer purchasing decision process. When consumers develop a shopping need and browse product-related content on the Douyin platform, the first thing that catches their eye is the quality of the content. High-quality content can create favorable conditions for product sales.

The impact of product content on consumer purchasing decisions on the Douyin platform can be analyzed from the following three key dimensions: the authenticity of the content, its creativity and appeal, and interactivity.

Consumers exhibit a heightened sensitivity to the authenticity of product content. In an era characterized by advanced information dissemination, the tolerance for misleading information among consumers is exceedingly low. When the representation of products in video content deviates from actual performance, it significantly undermines consumer trust, thereby adversely impacting purchasing decisions. Numerous product videos on Douyin enhance authenticity by employing real-life demonstrations and sharing user experiences, which effectively bolster consumer confidence [7]. For instance, videos featuring beauty products often illustrate tangible improvements in users' skin conditions, facilitating a more intuitive understanding of the product's efficacy.

Douyin has garnered widespread attention due to its unique short video format and high interactivity. Innovative product presentation methods effectively capture consumer attention, stimulating interest and desire to purchase. By introducing product features and usage scenarios in humorous and engaging ways, consumers find it easier to accept and retain product information. For instance, videos showcasing home goods employ creative scene setups and demonstrations of use, allowing consumers to perceive the convenience and practicality of the products in real-life contexts, thereby increasing the likelihood of purchase.

High-interactivity content further enhances consumers' sense of engagement and trust. Interactive content formats, such as comments, likes, and live interactions, play a crucial role in this process. During live streaming sessions, the interaction between hosts and viewers, including real-time question-and-answer exchanges and user evaluations, significantly influences consumers' purchasing decisions. This interaction not only increases consumer attention to products but also allows for immediate feedback and engagement, enabling consumers to gain a deeper understanding of the products, thereby strengthening their purchase intentions.

### 3.2.2. Online Reviews

On the Douyin platform, consumers typically view the product review section as an important avenue for obtaining reliable third-party opinions. In contrast to advertisements from merchants,

consumers tend to place greater trust in the authentic evaluations of other consumers. When many users provide positive reviews for a particular product, consumers are more likely to be influenced, thereby generating a desire to purchase [8]. This illustrates that consumers tend to reference the choices of the majority during the purchasing decision process, believing that the majority's choices are often correct.

However, it is essential to acknowledge that some unscrupulous merchants, in pursuit of commercial gain, engage in the practice of hiring online "water army" to post false reviews in product comment sections. This undoubtedly disrupts consumers' ability to make informed judgments and negatively affects their purchasing decisions.

The comment section on Douyin has unique advantages, as it not only includes user evaluations but often features replies and interactions from other users. These interactions can further enrich product information, assisting consumers in gaining a more comprehensive understanding of product details and user experiences. For instance, consumers can learn about the product's performance in various scenarios and receive feedback on its advantages and disadvantages from other users by reading the interactive content in the comments section. Such an interactive comment section enhances the product's influence and showcases content diversity, enabling consumers to make more rational purchasing decisions based on comprehensive product information. This also reflects the perspective emphasized in the Theory of Reasoned Action, which asserts that individuals are rational and consider various information before evaluating the significance and consequences of their actions.

### **3.2.3. The personal charisma of influencers**

The personal charisma of influencers has a profound impact on both the cognitive and emotional levels of consumers. It is projected that by 2024, the number of influencers on the Douyin platform will reach approximately 70,000. These influencers wield significant influence in product promotion due to their personal impact.

On one hand, some influencer hosts negotiate with partner brands to reach collaboration agreements. Partner brands provide influencers with certain commissions and may adjust product prices accordingly. Influencers leverage their fan base to attract consumers, creating a win-win situation for both parties. For instance, some beauty influencers collaborate with beauty brands to recommend products through live streams, attracting many fans to make purchases.

On the other hand, the Douyin platform utilizes big data algorithms to accurately understand consumer preferences, timely recommending live streams that may interest users while they browse videos. Influencers establish a strong emotional connection with their fans by sharing personal experiences and genuine product usage in the live stream. This emotional resonance can enhance fans' interest and desire to purchase products recommended by influencers, while the influencers' relatability and authenticity foster a sense of trust and belonging among fans, positively influencing their purchasing decisions.

### **3.2.4. Event Marketing**

Event marketing has a positive impact on consumers' emotional attitudes. Douyin frequently collaborates with numerous brands to host various creative activities, such as challenge contests, live broadcasts, and giveaways. These activities significantly enhance brand exposure and recognition. When Douyin users participate in these activities, brands can rapidly gain substantial attention, thereby improving consumer awareness and recall of the brand.

The Douyin platform exhibits significant phased characteristics in event marketing. For example, in 2022, Douyin held 12 influential e-commerce promotional events, including the Douyin Spring Festival promotion, the Douyin 38 promotion, the Douyin 520 promotion, and the Douyin Double 11 promotion. These events significantly attracted consumer attention, stimulated purchasing desires, and consequently increased product sales.

Furthermore, Douyin's marketing model can be broadly divided into three main aspects: content marketing, interactive marketing, and precision marketing, each of which directly stimulates consumer purchasing behavior from different perspectives.

Content marketing involves creating creative, relatable, and engaging content to attract the attention of many users. On Douyin, content marketing in the form of short videos engages consumers by storytelling, showcasing product usage scenarios, and sharing user experiences, allowing viewers to access product information while enjoying high-quality videos, thereby enhancing their brand recognition and emotional connection, which subsequently influences their purchasing decisions.

Interactive marketing is a strategy that stimulates user engagement and participation through methods such as challenges, prize draws, and live interactions. This interaction not only increases brand visibility and user engagement but also expands brand influence through user-generated content (UGC), thereby enhancing users' willingness to purchase.

Precision marketing utilizes big data and artificial intelligence technologies, enabling Douyin to conduct targeted advertising and recommendations based on users' interests, behaviors, and preferences. This precision marketing ensures that brand promotional information reaches target consumers directly, enhancing marketing effectiveness and conversion rates, thereby more effectively influencing consumers' purchasing decisions.

### **3.3. The Consumer Purchasing Decision Model on Social Media Platforms Throughout the Consumer Purchasing Decision Process**

The Douyin platform, through a series of refined content recommendations and interactive features, has a comprehensive and profound impact on the consumer purchasing decision process, which can be further divided into five stages: awareness, interest, evaluation, purchase intention, and post-purchase feedback.

#### **3.3.1. Awareness Stage**

When users browse Douyin, the platform utilizes personalized recommendation algorithms to accurately deliver relevant product information based on users' browsing history, likes, and comments. In this awareness stage, the quality of content plays a crucial role. Douyin analyzes user data to accurately identify preferred video content, subsequently pushing product information that may trigger consumer interest during video browsing, thereby stimulating consumer awareness of purchasing. This highly personalized recommendation mechanism not only enhances user engagement but also increases users' interest and trust in products, prompting consumers to develop an initial awareness of purchasing.

#### **3.3.2. Interest Stage**

Once consumers develop an interest in a product, they will seek more specific information about it. Douyin's interactive features, such as likes, comments, and shares, effectively enhance user engagement, allowing users to interact with content creators and other users to obtain more product information. During the interest stage, online reviews and the personal charm of influencers play a crucial role. Online reviews enhance consumer engagement by allowing consumers to see feedback from other users regarding the product, thereby increasing the perceived authenticity of the product. Douyin leverages big data and personalized recommendation algorithms to promote influencers that consumers prefer. Influencers stimulate consumers' purchase intentions through their explanations of products and their own personal charm. This interactive mechanism helps users gain a deeper understanding of the product, reinforcing their interest in purchasing.

#### **3.3.3. Evaluation Stage**

After the influence of the previous two stages, consumers develop a strong interest in the product and evaluate it based on various information. Douyin's evaluation features include viewing feedback in the comment section, comparison videos of related products, and experiences from other users. These authentic user comments and experiences help consumers gain a more detailed understanding of the product, enhancing its credibility.

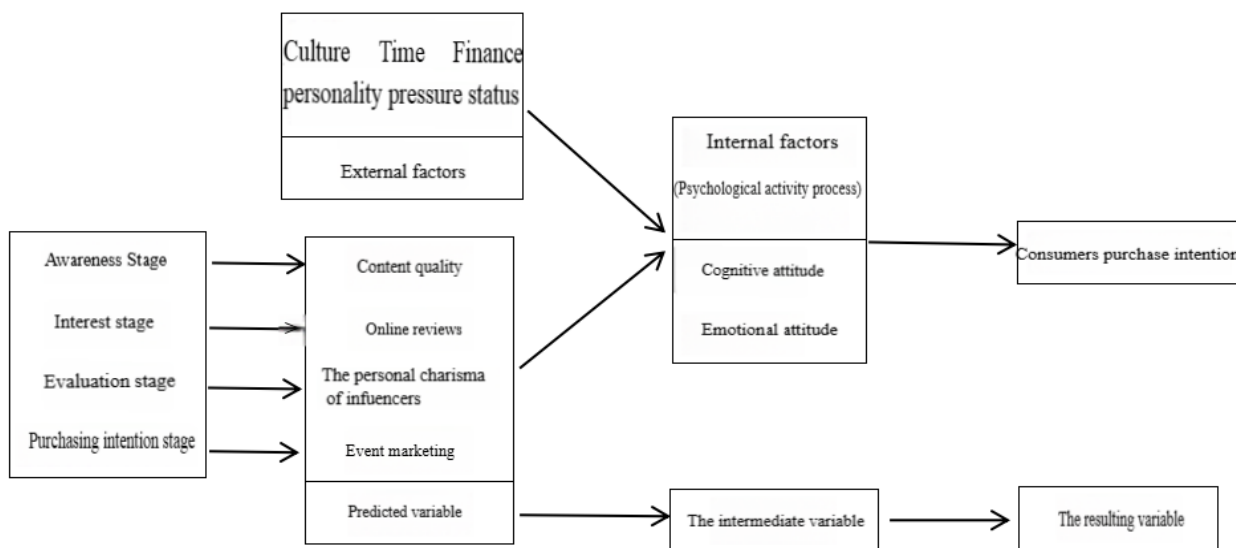
### 3.3.4. Purchase Intention Stage

After thoroughly evaluating the product, consumers decide whether to make a purchase. The influencer lives streaming rooms and window-shopping features on Douyin simplify the purchasing process and stimulate users' purchase intentions [9]. Consumers often enjoy limited-time discounts in influencer live streams, prompting them to make quick purchasing decisions. Additionally, during the purchase intention stage, promotional marketing plays a significant role. When consumers see a product, they wish to purchase but cannot afford now, or are unsure whether to buy a certain item, they often add it to their "shopping cart." The Douyin platform's market offers discounts through promotional activities, which undoubtedly increases the likelihood of consumers purchasing products, thereby boosting sales.

### 3.3.5. Post-Purchase Feedback Stage

In traditional purchasing models, consumer post-purchase feedback is often limited to word of mouth, resulting in a restricted dissemination effect. However, in the internet era, social media amplifies the value of word-of-mouth sharing and reconstructs consumer behavior. Douyin provides consumers with broader channels to share their purchasing experiences and product evaluations. Such feedback not only influences the user's own repurchase decisions but also affects other potential consumers. If the product does not meet consumer expectations, the merchant can promptly initiate returns or compensations and improve products and services; If consumers provide positive feedback, it will enhance brand trust and reputation, thereby benefiting sales.

By incorporating the five stages of awareness, interest, evaluation, purchase intention, and post-purchase feedback into Figure 3, a comprehensive consumer purchase decision model for social media platforms is formed, as illustrated in Figure 4.



**Figure 4.** Consumer Purchase Decision Model for Social Media Platforms Throughout the Purchase Decision Process

## 4. Conclusions and Recommendations

### 4.1. Conclusion

Social media has become an indispensable part of people's lives in contemporary society, serving not only as a platform for leisure and entertainment but also as a significant shopping channel. Through the study of Douyin, a typical social media platform, we found that social media marketing has a significant impact on consumer purchase decisions. Specifically, the four factors of content quality, online reviews, influencer charisma, and event marketing profoundly influence the consumer purchasing decision process.

In the constructed consumer purchase decision model for social media platforms, these four factors serve as predictive variables, influencing consumer cognitive and emotional attitudes as intermediary variables, thereby driving purchasing decisions. Moreover, Douyin's influence on consumer purchase decisions manifests in five stages: awareness, interest, evaluation, purchase intention, and post-purchase feedback, with each stage being affected by different factors: content quality influences the awareness stage, online reviews and influencer charisma affect the interest stage, and event marketing impacts the purchase intention stage. This close relationship between the mode of influence and the process of impact is one of the key reasons for the significant increase in sales on social media platforms in recent years.

## 4.2. Recommendations

### 4.2.1. Consumer Perspective

With the advancement of technology, consumers have more tools for obtaining and processing information, but they also face greater challenges and need to make careful decisions in the social media marketing environment. First, consumers should be prudent in gathering and evaluating information. They should leverage technology to collect extensive product information, including reviewing various comments and comparing multiple similar products, and select high-reputation items after comprehensive evaluation to avoid impulsive purchases driven by advertising. Second, consumers should adopt a rational approach to influencer recommendations. While such recommendations have a certain influence on current purchasing decisions, consumers should not follow blindly but should choose products that genuinely meet their needs and circumstances. Third, consumers should ensure comprehensive information searches. They should use digital technology to search for product information thoroughly and prioritize purchasing from official flagship stores to reduce the risk of acquiring counterfeit or incorrect products. Fourth, consumers should be cautious when selecting products marketed through promotional activities. During marketing events, merchants may offer tempting promotions, but consumers should pay attention to product quality and expiration dates, and make decisions after comparing multiple options to avoid purchasing items that do not meet their expectations.

### 4.2.2. Social Media Platform Perspective

As a key bridge connecting consumers and merchants, social media platforms have an obligation to safeguard consumer rights and foster a healthy shopping environment. First, strengthen influencer management. This includes enhancing the review process for influencers, raising entry barriers, and establishing stringent regulatory systems. For instance, if influencers are found selling "three-no products" (products without a manufacturer's name, production license, or quality inspection), relevant products should be removed immediately, and the influencers should face serious consequences to reduce the risk of consumers purchasing counterfeit goods. Second, optimize precision marketing. By leveraging the advantages of big data platforms, target customers can be identified, and algorithms can be optimized for user matching and content recommendation, allowing products or services to be accurately positioned towards target demographics, thereby improving marketing effectiveness and facilitating purchasing transactions. Third, enforce strict platform supervision. This involves significantly strengthening regulatory measures to combat merchants purchasing "fake reviews" in product comment sections and other forms of false advertising, thereby creating a shopping environment that fosters greater consumer trust and reassurance.

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